The future of glocalization in world development

City-to-city diplomacy and cooperation for peace-building and poverty-reduction

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Background

At the beginning of October 2002 CERFE was engaged by Glocal Forum to conduct a **study on the experience and principles of glocalization**

The results of the study are later to be translated into **policy recommendations** for the promotion of the glocalization approach and city-to-city cooperation worldwide

Contents

- Elements of the context

- Characteristics of the study (aims, objectives and empirical basis)

- First results

- Next steps

CONTEXT
A crisis in international cooperation?

Some indicators:

- dwindling public resources

- risk that many projects have little impact

- paradoxical effects

- a certain lack of empathy for local problems

- difficulty in achieving development goals set at the international level

- limited ability to deal with conflict situations

CONTEXT

Two risks

- Development aid risks being considered of little relevance and gathering increasingly fewer resources

- A wealth of skilled human resources risks being wasted

CONTEXT
The spread of new approaches

- cooperation via various non-traditional actors (public, private, and nonprofit)

- coming of age of city-to-city cooperation

- salience of network cooperation

- the alliance between international cooperation and governance, in particular through the practice of **public-private partnership**

- new funding schemes

CHARACTERISTICS OF THE STUDY

Aim

- interpret glocalization as a new and important strategy for international cooperation and for development stategies at large

CHARACTERISTICS OF THE STUDY
Objectives

- identify the phenomenon of glocalization

- identify the principles that govern it and the challenges to be tackled

- determine the added value of the glocal perspective for renewing international cooperation

- evaluate this perspective's capacity to attract interest and mobilize resources

- identify feasibility conditions and the best means of implementation of the glocalization approach

- provide policy recommendations on the various theoretical and practical aspects of glocalization, especially regarding the experience of the Glocal Forum

CHARACTERISTICS OF THE STUDY

Empirical basis

The twofold empirical basis includes:

- current glocalization practices

- the cognitive dimension of the actors of glocalization (representations, ideas, intentions)

FIRST RESULTS OF THE STUDY
Proposal for a semantic convention

Glocalism

Glocalization

Organized
actors of
glocalization

FIRST RESULTS OF THE STUDY
Theoretical and methodological proposal of four criteria

In order to draw a first ideal map of glocalization, the empirical basis was investigated using the following four criteria:

- concreteness

- sustainability

- mobilization capacity

- universality

FIRST RESULTS OF THE STUDY

First criterion: concreteness

- **Concreteness**

- **Sustainability**

- **Mobilization capacity**

- **Universality**

Compliance with the conditions of local situations and the human groups involved

FIRST RESULTS OF THE STUDY

Second criterion: sustainability

- **Concreteness**

- **Sustainability**

- **Mobilization capacity**

- **Universality**

Capacity to attract and mobilize financial resources in order to ensure the continuity of interventions

FIRST RESULTS OF THE STUDY

Third criterion: mobilization capacity

- **Concreteness**

- **Sustainability**

- **Mobilization capacity**

- **Universality**

Capacity to mobilize human energy and enthusiasm, thus activating dynamics of participation and voluntary work

Fourth criterion: universality

- **Concreteness**

- **Sustainability**

- **Mobilization capacity**

- **Universality**

Relevance for the South, but also for the North, so as to be able to rely not just on general goodwill, but also on enlightened self-interest (**non-antagonism**)

FIRST RESULTS OF THE STUDY

Our first ideal map of glocalization

- Axis of principles
- Adverse trends
- Favorable trends
- Areas of attraction

FIRST RESULTS OF THE STUDY
Axis of principles

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

FIRST RESULTS OF THE STUDY
Vision

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

Actors and social relations at grass roots level have acquired crucial importance for development. They are manifesting an unexpected capacity to interact with and influence actors of higher levels in the global arena

FIRST RESULTS OF THE STUDY
Assumption

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

The most destabilizing factor of planetary crises is the vicious circle poverty/endemic war, proliferation of conflicts and spread of violence. The entry point of glocalization to tackle with this subject is the issue of war

FIRST RESULTS OF THE STUDY
Peace-building

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

It is possible and necessary to contribute to give concreteness and content to peace, by **mainstreaming peace building** in development strategies and make **peace dividends** take root at local level

FIRST RESULTS OF THE STUDY
Stability for poverty reduction

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

Attaining stability, at all levels, is to be considered a fundamental condition for implementing concrete policies for fighting poverty and therefore for attaining sustainable development

City

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

The city - the place where civil society is emerging with more strength - can be considered as the most relevant social unit for glocalization, peace-building, the fight against poverty and people-to-people cooperation

FIRST RESULTS OF THE STUDY
Globalization

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

Benefits of globalization can and should be brought to local levels. At the same time, local realities should contribute to the governance of globalization and market dynamics

FIRST RESULTS OF THE STUDY
Knowledge

Vision

Assumption

Peace-building

Stability

City

Globalization

Knowledge

The glocalization perspective is strengthened by the characteristics of knowledge society and by the circulation of **global knowledge**
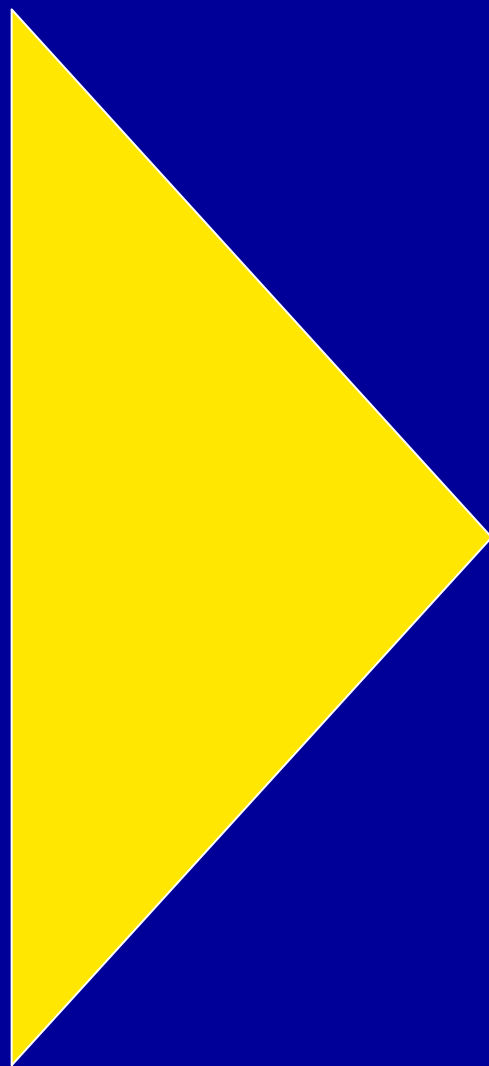
FIRST RESULTS OF THE STUDY
Adverse trends

the strength
of war

the "fuel" of
conflict

the weakness
of peace

the limits
of politics
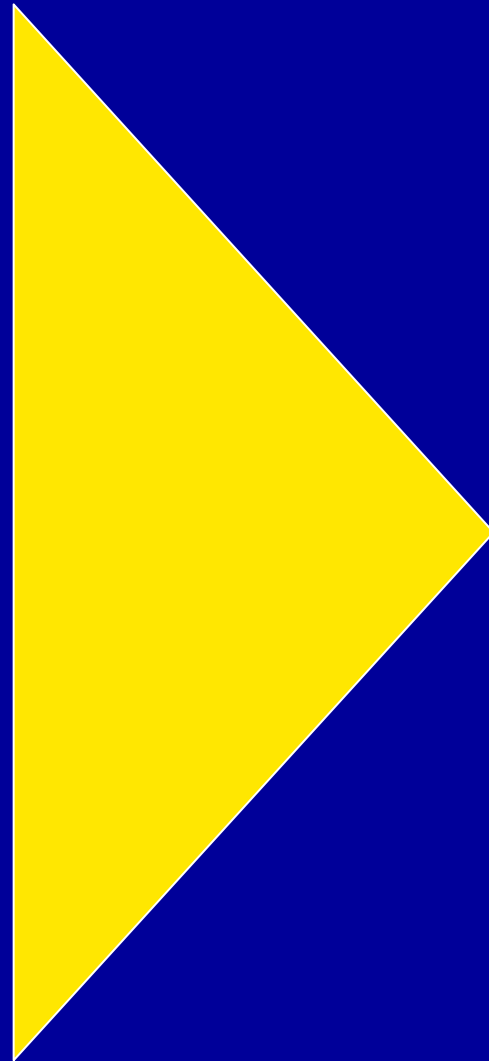
problems of
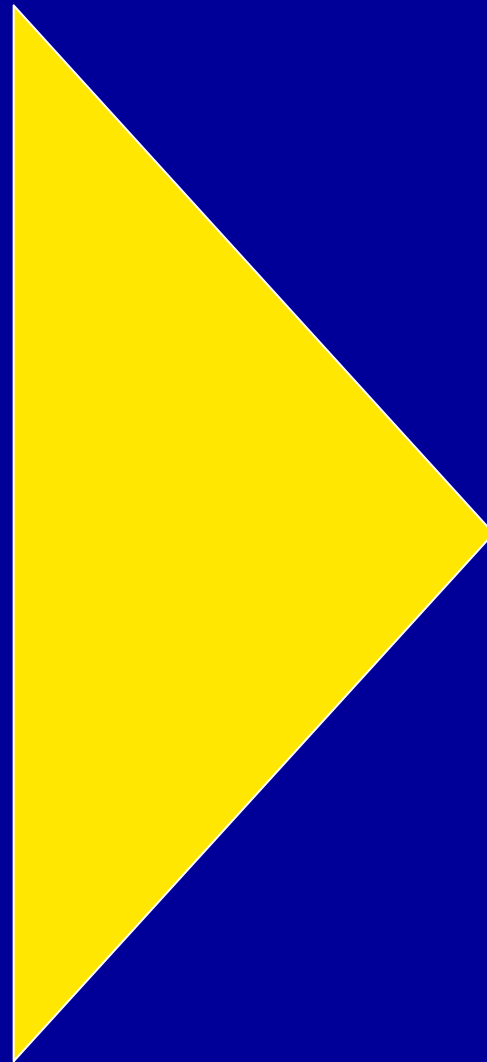international
cooperation

The strength of war

the strength
of war

the "fuel" of
conflict

the weakness
of peace

the limits
of politics

problems of
international
cooperation

War and conflict have the
capacity to take root,
creating regimes which
tend to proliferate and fill
human lives with a sense
of meaning and action

The "fuel" of conflict

the strength of war

the "fuel" of conflict

the weakness of peace

the limits of politics

problems of international cooperation

War and conflict are constantly fuelled by a cognitive world composed of representations, values, myths, symbols, ceremonies, information, cultures and subcultures, which are not well controlled by political reasons and which may be exploited by interest groups

FIRST RESULTS OF THE STUDY
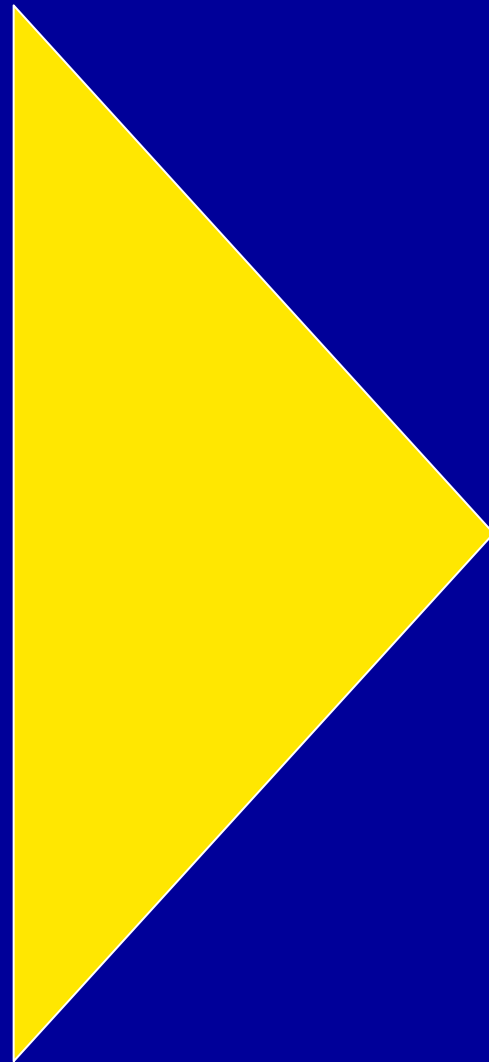## The weakness of peace

the strength
of war

the "fuel" of
conflict

the weakness
of peace

the limits
of politics

problems of
international
cooperation

Peace is at risk of slowly
degrading from universal
value to a rhetoric or to a
mere state-level practice
devoid of meaning or
action and which does not
have anything concrete to
offer for persons in
distress or involved in
conflict situations

FIRST RESULTS OF THE STUDY
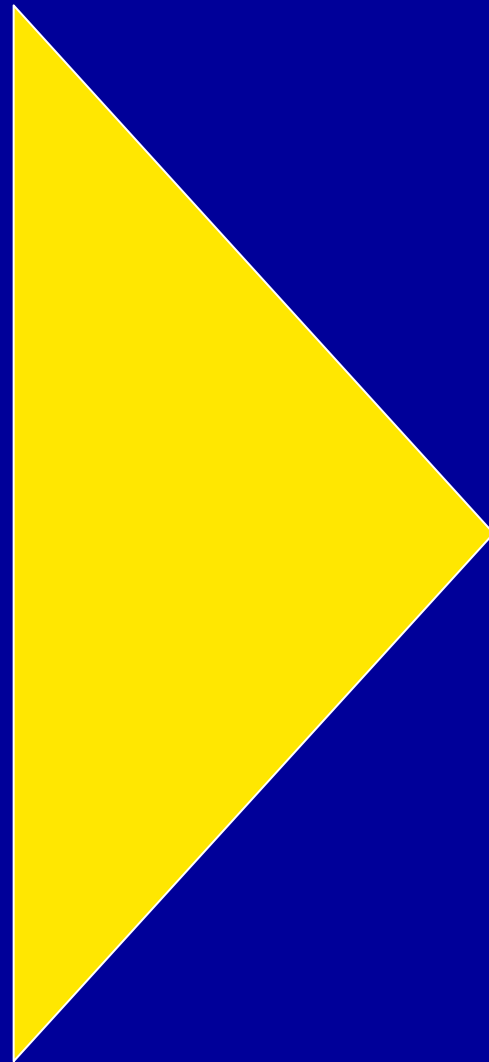# The limits of politics

the strength
of war

the "fuel" of
conflict

the weakness
of peace

the limits
of politics

problems of
international
cooperation

States and international
organizations are showing
the limits of their capacity
to provide adequate
governance to emerging
global development
issues

FIRST RESULTS OF THE STUDY
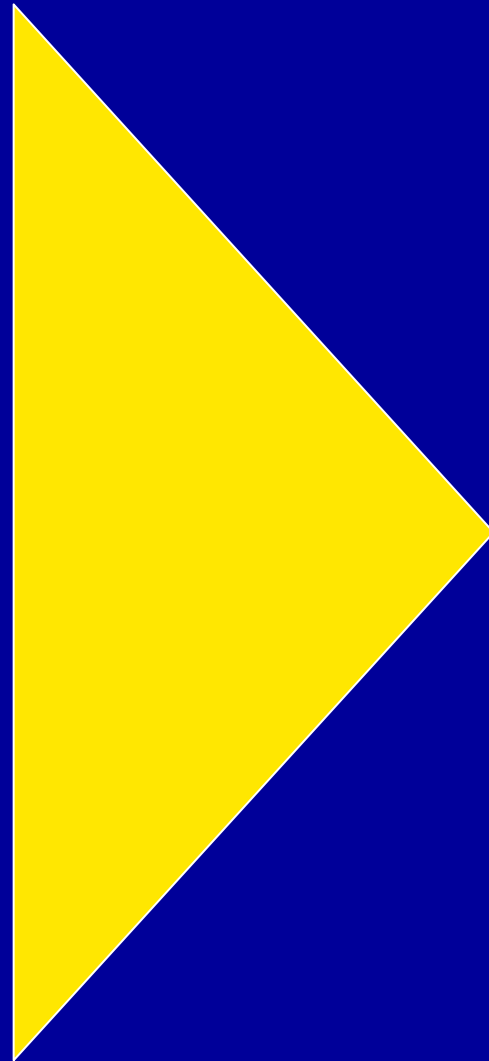## Problems of international cooperation

the strength
of war

the "fuel" of
conflict

the weakness
of peace

the limits
of politics

problems of
international
cooperation

The problems that
international cooperation
is encountering are
exemplified here through
two tendencies: that of
keeping peace and
development separate,
and the persistent
practice of the top-down
and supply-driven
approach

FIRST RESULTS OF THE STUDY
Favorable trends

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

FIRST RESULTS OF THE STUDY
Positive outcomes of globalization

Together with its well-known problematic outcomes, globalization brings about a number of new opportunities and potential benefits, even for local realities

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

FIRST RESULTS OF THE STUDY
Glocal signs

Some signs, however limited, have been observed of the existence of a spread social action of groups and persons who demonstrate a capacity to localize the benefits of globalization and thus contribute to its governance

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

FIRST RESULTS OF THE STUDY
Consensus for reform

In different environments - State agencies, international organizations, mass media, non profit organizations and companies - an orientation towards reform is taking place, aiming at overcoming the current limits to development cooperation, not so much from the financial as from the strategic and practical point of view

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

FIRST RESULTS OF THE STUDY
The links of glocalization

Some policy approaches which are emerging now, or have recently gained importance, seem particularly suitable to "hook up" the global to the local. These include: decentralization, governance, corporate social responsibility and, above all, the increase in **partnerships between public, private, and civil society actors**

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

FIRST RESULTS OF THE STUDY
"Going downstream"

A series of social and cultural drives are somehow playing in favor of the glocal movement. These include urbanization, the emergency of the civil society, the knowledge society and the new role of international media

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

FIRST RESULTS OF THE STUDY
Areas of attraction

city

diplomacy

culture

youth

socio-
economic

IC Technologies

sport

tourism

FIRST RESULTS OF THE STUDY
City diplomacy

city
diplomacy

culture

youth

socio-
economic

IC Technologies

sport

tourism

**EXAMPLES FROM
GLOCAL FORUM PRACTICE**
Decentralized cooperation programs between cities living in peace and cities living in conflict, in order to promote social and economic development in the perspective of a stable and enduring peace-building process

FIRST RESULTS OF THE STUDY
Culture

city
diplomacy

culture

youth

socio-
economic

IC Technologies

sport

tourism

**EXAMPLES FROM
GLOCAL FORUM PRACTICE**
Cultural Festival between Israeli
and Palestinian cities, bearing in
mind the central importance of the
sharing of cultural elements for
peace-building

Youth

city
diplomacy

culture

youth

socio-
economic

IC Technologies

sport

tourism

**EXAMPLES FROM
GLOCAL FORUM PRACTICE**
Creation of the Glocal Youth
Parliament to involve young
persons from cities from all over
the world in the setting up of an
urban agenda for the year 2020

FIRST RESULTS OF THE STUDY
Socio-economic

city
diplomacy

culture

youth

socio-
economic

IC Technologies

sport

tourism

**EXAMPLES FROM
GLOCAL FORUM PRACTICE**
Peri-urban agriculture promotion in Kigali, Rwanda, with the support of the Municipality of Rome, NGOs and private sector (supply of computers and training). Socio-economic interventions are oriented to integrate market dynamics with a voluntary reform of the distribution of resources

FIRST RESULTS OF THE STUDY
ICT

city diplomacy

culture

youth

socio-economic

IC Technologies

sport

tourism

EXAMPLES FROM GLOCAL FORUM PRACTICE City gateways aimed at creating an extensive and user-friendly database on development issues regarding cities and decentralized cooperation

FIRST RESULTS OF THE STUDY
Sport

city
diplomacy

culture

youth

socio-
economic

IC Technologies

sport

tourism

**EXAMPLES FROM
GLOCAL FORUM PRACTICE**
Training coaches in developing countries to foster a culture of sport
(Toronto-Rishon; Letzion-Nablus; Rome-Kigali)

FIRST RESULTS OF THE STUDY
Tourism

city
diplomacy
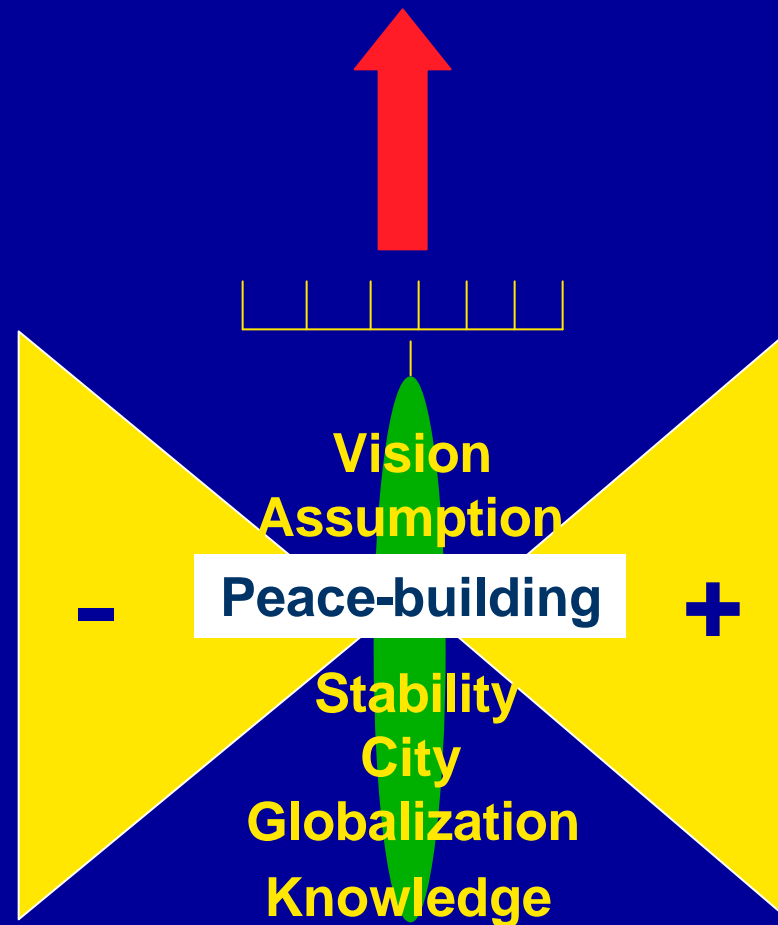
culture

youth

socio-
economic

IC Technologies

sport

tourism

**EXAMPLES FROM
GLOCAL FORUM PRACTICE**
Glocal travel and sustainable
tourism

The map in the form of a butterfly

city diplomacy · culture · youth · socio-economic · ICT · sport · tourism

the strength of war

the "fuel" of conflict

the weakness of peace

the limits of politics

problems of i. cooperation

Vision

Assumption

Peace-building

−

+

Stability

City

Globalization

Knowledge

positive outcomes of globalization

glocal signs

consensus for reform

the links of glocalization

"going downstream"

NEXT STEPS OF THE STUDY
Executive project

The first step will involve the drafting and implementation of an executive project of the study, in order to acquire knowledge on (among others):

- planning and implementation of glocal policies

- mobilization of resources and human energy

- solutions for technical, financial and organizational matters

- obstacles and facilitation factors

- the target of glocalization

- the glocalization "market"

- the experience of the Glocal Forum

The four dimensions
of the Glocal Forum

- Active player - as **facilitator** and **catalyst** - within the glocalization movement

- Implementing body for specific projects

- Think tank on glocalization

- Fund-raiser capable of activating additional resources for international cooperation

NEXT STEPS OF THE STUDY
Preliminary indications for policy recommendations

Broken down into two parts:

- General recommendations

- Recommendations regarding the different sectors of glocalization practice

NEXT STEPS OF THE STUDY
Preliminary indications for policy recommendations

Relating to two distinct phases:

- **The current phase**
  (glocal approach as "yeast")

- **A future scenario**
  (glocal approach as "dough")

Suggestions for the Urban Research Agenda

- Glocalization and slum and poverty prevention

- Glocalization and the potential of the city

- Glocalization and poverty measurement

- Glocalization and mobilization of human resources

- Glocalization and financing for development